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# Lufthansa Cargo uses AI to process booking requests faster

- **A new bot and AI function enables freight shipments to be booked more quickly**
- **Innovative automation is gaining momentum across the company**

Lufthansa Cargo has recently started utilizing a software solution it developed internally to automatically enter booking requests received by email into the airline's booking system. This is made possible through the use of artificial intelligence (AI) and robotic process automation (RPA). Consequently, requests for the desired route can be processed even faster. Customers then receive a fully automated booking confirmation instantly.

"The majority of direct booking requests are already submitted via our website or booking platforms. Nevertheless, our sales teams still receive numerous enquiries in unstructured emails in which shipment data is listed in plain text or other file formats. Until now, these had to be transferred manually into our system. Automating this process and entering the data simultaneously into our booking system saves time, particularly at the interface between our employees and our customers. Our forwarders also benefit from automated booking confirmations and faster processing. This increases efficiency and reduces the error rate of incorrectly transferred data on both sides," explains Urte Wirtz, Head of Global Sales & Product Management at Lufthansa Cargo. "Numerous automation projects are already being implemented at Lufthansa Cargo. With this new project, we have introduced another time-saving process at the interface with our customers. With fewer manual tasks, our sales teams in particular have more time for personal dialogue with our customers. This once again demonstrates that we are actively driving the digitalisation of the air freight industry and embracing new technologies." The expansion of the new booking process to other product groups is already in preparation.

Lufthansa Cargo has been operating its own 'AI & Automation Community' within the company for around a year now. Experts here evaluate and implement potential automation projects. Last year alone, this resulted in around ten new projects, which are now in the pilot phase or already in regular operation. These include the introduction of an intelligent software solution for customer relationship management that automatically forwards enquiries to the relevant department or makes automated rebookings in the event of unforeseen disruptions during transport. "The technological possibilities offered by AI and RPA ideally complement our digital portfolio. Combined with our core applications, such as the revamped booking platform, they offer a wide range of automation potential that we can implement much faster and more efficiently than just a few years ago," says Jasmin Kaiser, CIO of Lufthansa Cargo.

**Lufthansa Cargo**

Lufthansa Cargo is one of the world's leading cargo airlines and part of the Lufthansa Group, Europe's largest airline group. Through its four cargo hubs in Frankfurt, Munich, Brussels and Vienna, the airfreight specialist transports an average of 2,500 tons of freight per day. This is based on a strong and

reliable airport-to-airport network that covers some 350 destinations in more than 100 countries. Lufthansa Cargo markets the cargo capacities of the passenger aircraft of Lufthansa Airlines, Austrian Airlines, Brussels Airlines, Discover Airlines and SunExpress, as well as its own freighter fleet of 18 Boeing 777F and four Airbus A321F. In addition, some 300 trucks operate daily under a Lufthansa Cargo flight number. Together with its subsidiaries, Lufthansa Cargo offers customized, fast and efficient logistics solutions along the entire supply chain. In this way, the company fulfills its mission "Enabling Global Business" and connects markets and trading partners worldwide. Innovative technologies and investments in sustainability play a central role. In addition to a modern fleet and the use of sustainable aviation fuel (SAF), the focus is on continuous optimization of flight operations. In 2024, the company generated revenues of 3.26 billion euros and a transport performance of 8.5 billion freight tonne-kilometers. It currently employs approximately 4,200 people worldwide.

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